

# Program Report Card

Washington State  
2004 Tobacco Control Conference

# Report Card 2003

- A quick review....

# Adults



# Youth



# Pregnant Women



# Pregnant Women



# Welcome to a Tougher Grading Scale

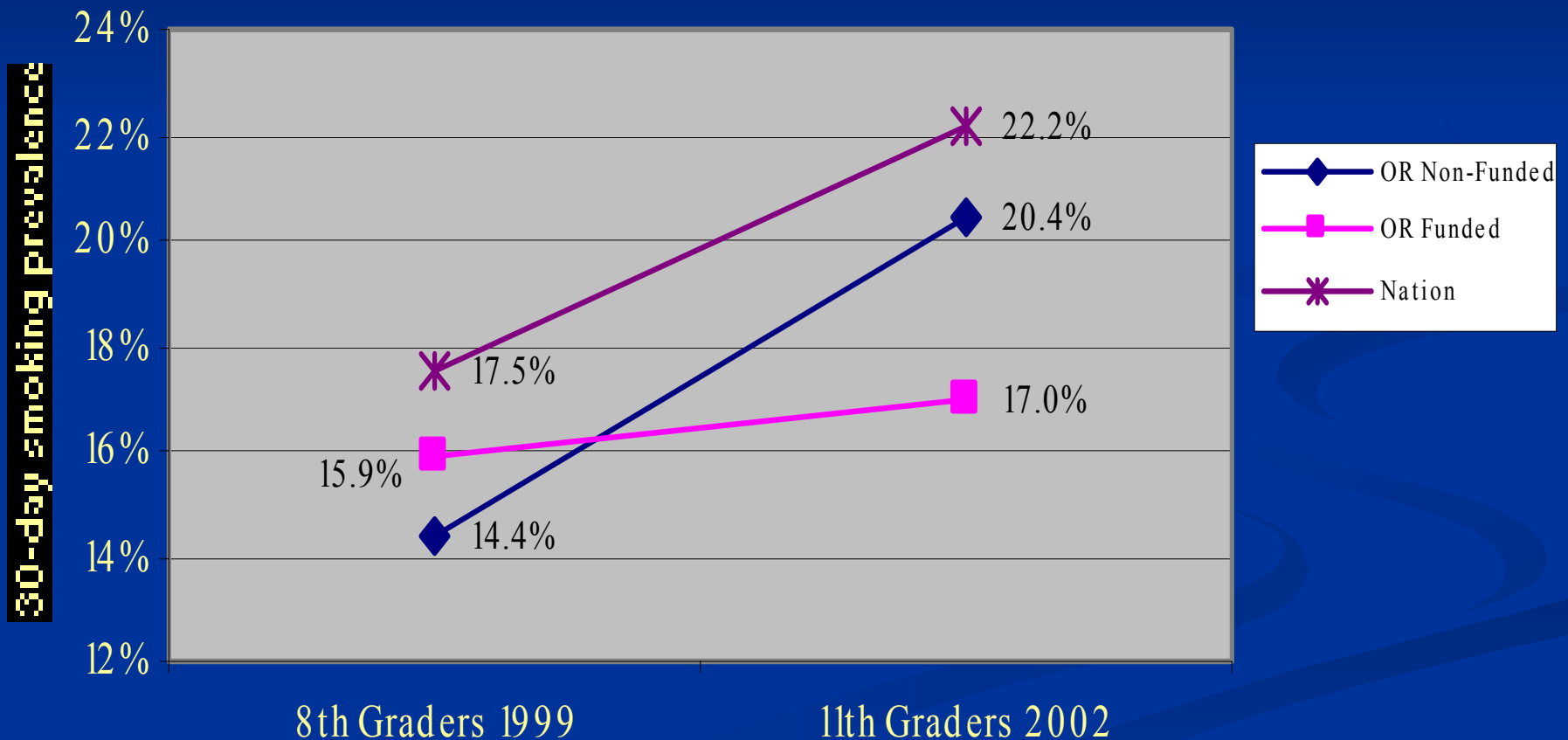
- Very preliminary adult data for full year 2003 – looking good!
- Now evaluate ourselves by Goal Area
- “Digging Down” below the surface
- Making some statements – more detail in the posters behind you

# Prevention

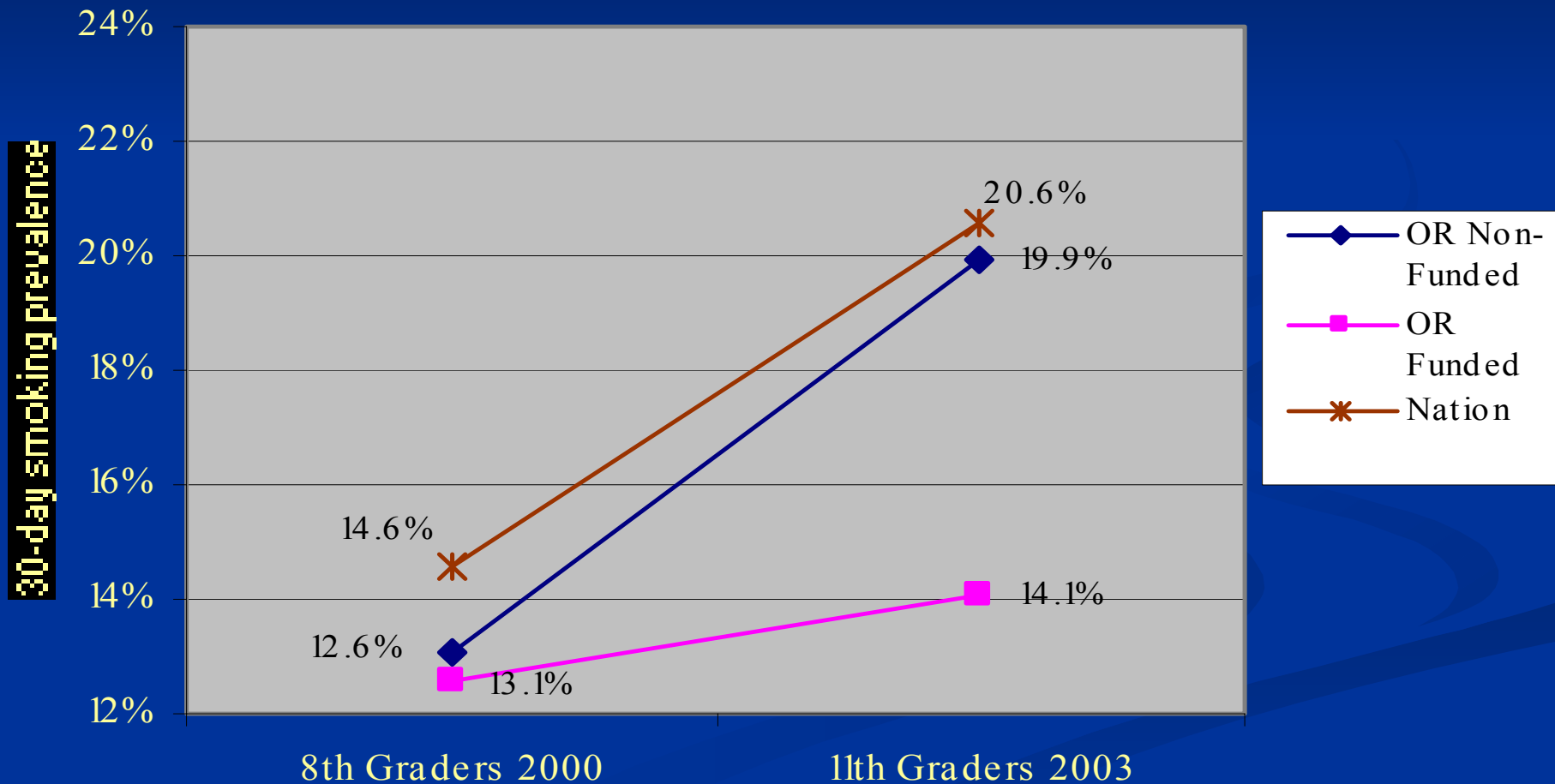
- Policy enforcement
  - School policy and community policy are absolutely linked
  - Need more public support (and partnerships) for seamless policy enforcement
- Disparities in belief of harm of smoking among youth
  - Differences in belief for race/ethnic minority youth, may increase with age
- Families
  - Children do as parents do, not as they say
  - Access to tobacco is easier when someone smokes in the home
- Comprehensive School efforts work
  - sneak peek from Oregon



# School-based Component Study: 3-Year Follow-Up of Year 1999 8<sup>th</sup> Graders (Preliminary Findings)



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# Cessation

- Quit Line promotion
  - Community-level approach that seems to work best: healthcare provider training
- Urban people quitting more than rural people
  - HCP in all communities advise to quit, in rural communities provide fewer resources
- Alternative tobacco use is low
  - Smokeless & cigars 5-6% among men
  - Rural men use smokeless tobacco most often

# Secondhand Smoke

- Quantifying Health Impacts
  - Economic costs
- Worksite exposure
  - Specific harm for worker populations (nearly 200,000 people in Washington)
  - Workers themselves want smokefree workplaces
  - Not a majority of Washington people currently support bans in bars
- Household exposure
  - People with home bans do better at quitting themselves
  - Most nonsmokers who live with smokers would prefer smoke-free homes

# Disparities

- New data for LGB populations
  - A strong argument for program outreach
- Prevalence among priority groups
  - Some differences are explained by economic status, some are not
  - Most of the analyses we are doing include race/ethnic breakdowns when possible – new data available soon
  - Culturally appropriate (not ‘one size fits all’) programs are needed
- Analysis of three media campaigns and reach in race/ethnic minority groups

# Capacity

- Analysis of community capacity assessments (fall 03)
  - Big counties have more capacity than small counties
  - Targeted TA needed for evaluation, policy advocacy
- Local strategic planning
  - Logic models for Communities & Schools
  - Need your feedback!
- Public support for Tobacco Control
  - Lower support among smokers
  - Less awareness among older (65+) groups
- Partnerships are critical – California Health Policy Study

# The Industry

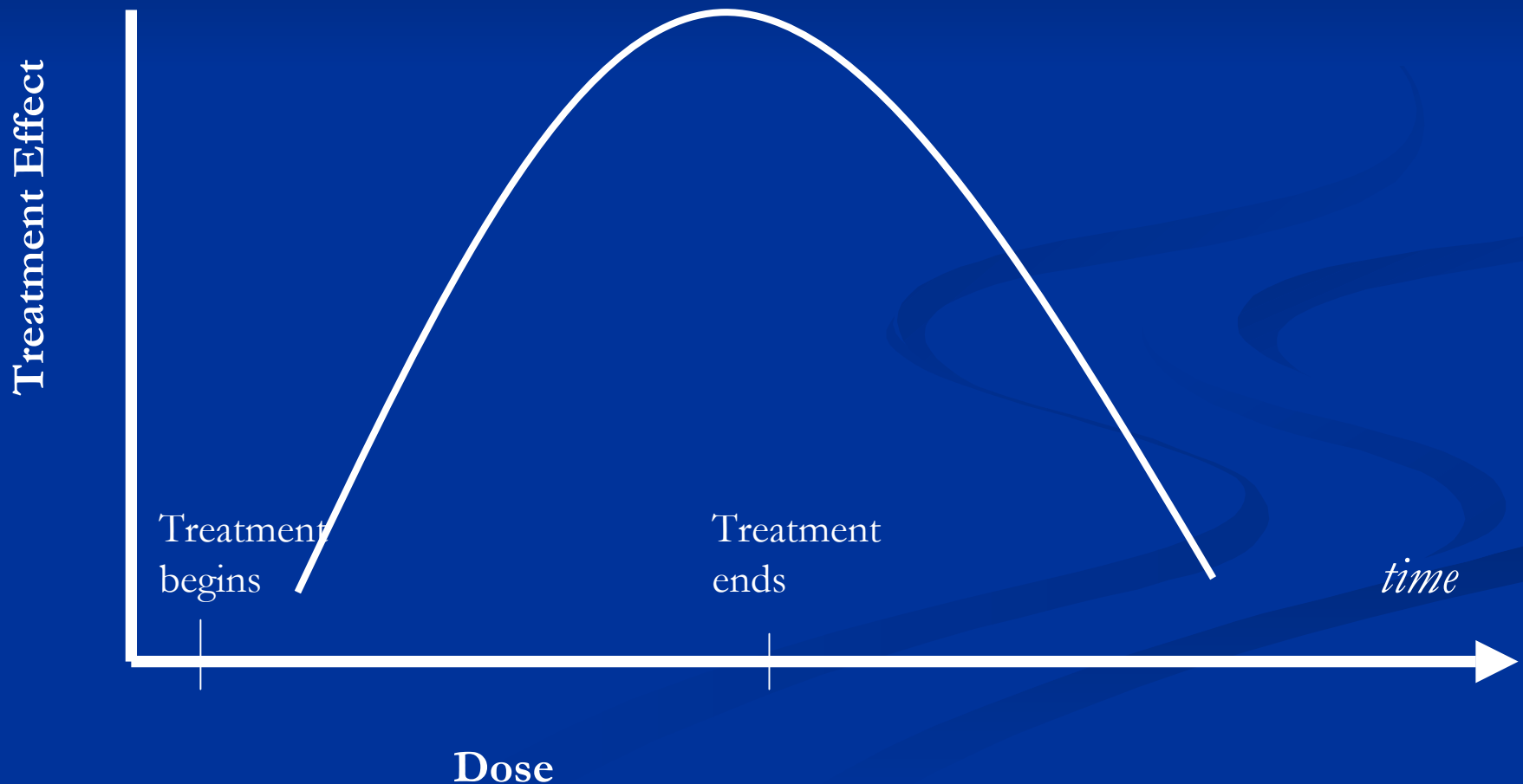
- Sampling & Marketing
  - Still an awful lot of it!
  - From 2000-02, increase in sampling and people receiving sampling

**You Deserve a Hand!**



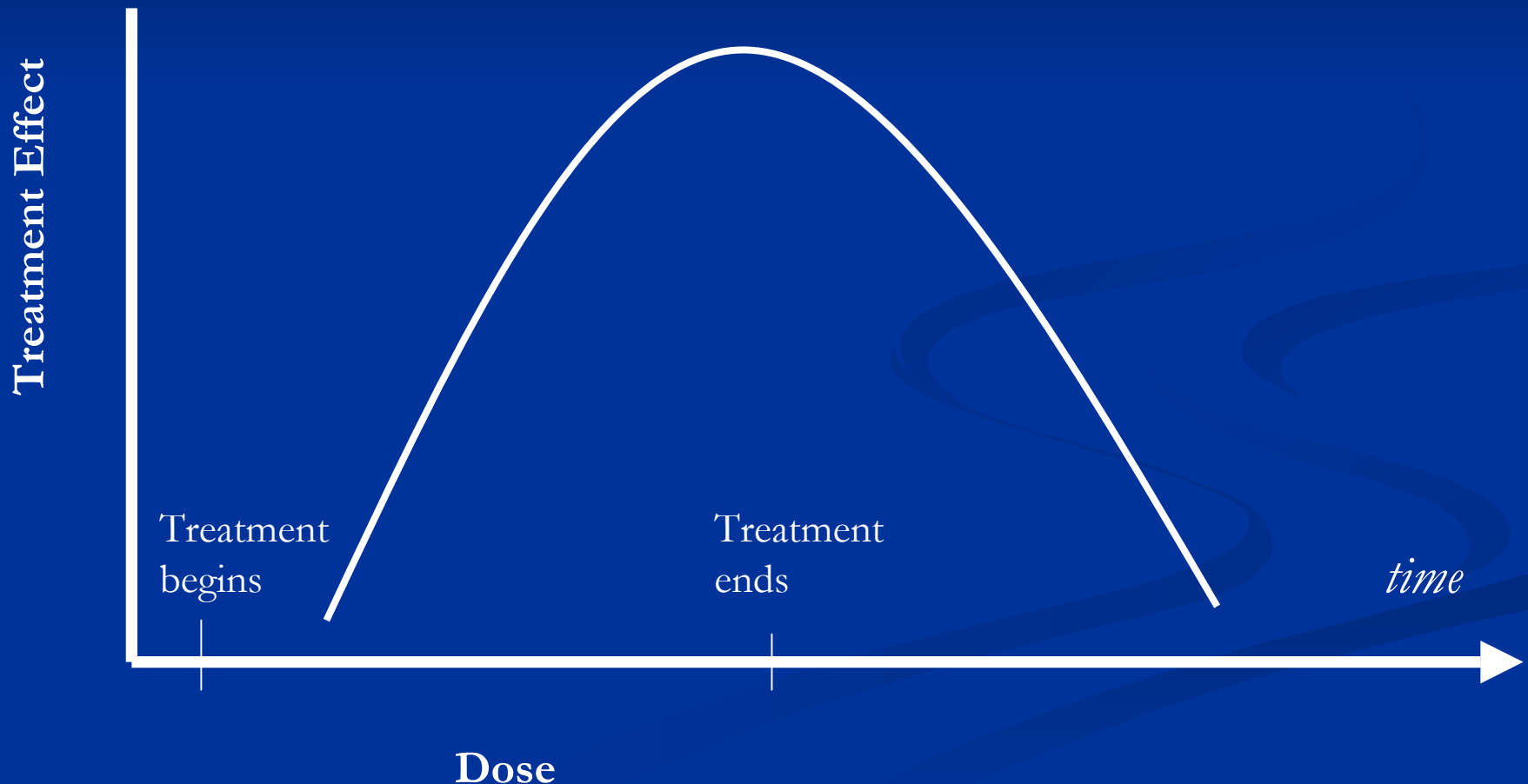
# A few words about POLICY

- The ‘drug model’ – have a headache? You take an aspirin (or smoke a cigarette to relieve withdrawal)



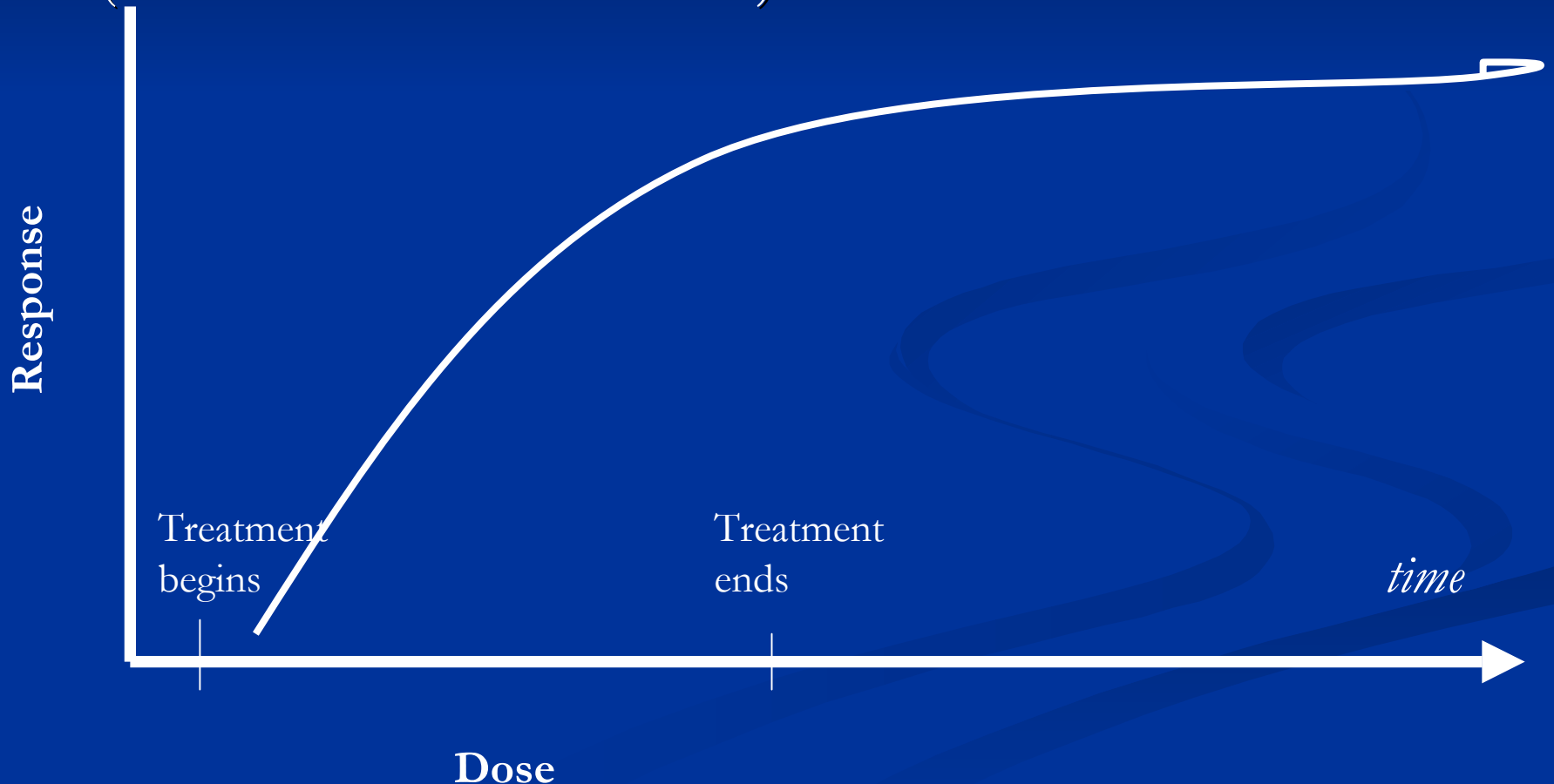
# Immediate Effect, Rapid Decay

- Support group, education program, presentations, media



# Immediate Effect, No Decay

- Home/worksite policies, healthcare provider interventions (assume constant enforcement)



# Think Sustainable

- There is no magic bullet
- There is no free lunch
- BUT policy & systems change are the ultimate aspirin when the 'headache' is from tobacco

Thank you!